

Turn the Turn of the Merchandise

THE COHEN CO. ANNOUNCING SALE

OF THE SEASON IN FANCY CHINA

will make prices that will attract thousands of people in order to cart away the greatest price-broken stock of merchandise ever presented to the people of Richmond. In their operation of supply continue buying and selling until the last horn of the season's possible need is blown.

What to do with this more than a quarter-million stock is left in chance with those who wait until last, or until the time has arrived when all the income of the season is balanced in the scale of "profit and loss."

That there is a profit in loss has been clearly demonstrated by the success of the management.

Owing to the prices at which all goods will be sold nothing you buy on this occasion will be taken back or exchanged.

We endeavor to avoid speaking of small lots, but cannot be responsible if the goods are not in stock to-day's sale, and 21 cases of Wash Goods from a Shirt-Waist maker that failed.

\$3,600 worth of Linens that are damaged by water, which were on the steamer City of Rome, will be in to-day's sale, and 21 cases of Wash Goods from a Shirt-Waist maker that failed.

\$25 Gold Watches for \$7.98. Every one guaranteed by the makers and The Cohen Company

Two days left to buy an Elgin or Waltham Watch, not a second longer. \$25 Gold Watches for \$7.98. Every one guaranteed by the makers and The Cohen Company

to stand twenty years.

At the end of the season than ever before. The new tariff makes 'em 25 per cent. higher, yet the prices to-day will be lower than they were in their normal state. All are marked less than ever they were since stock-keeping began in Richmond.

Floured Black Taffeta Silks, 27 inches wide, usually \$1.00 a yard.

Large and Small Figured Black Grosgrain Silks, usually \$1.00 a yard.

Extra Heavy Black Satin Duchesse, \$1.25 a yard, for \$1.00.

Black Broad Peas de Soie for 90c. now.

All the Fine Silk Fanny Taffetas, that sold for 75c, \$1, \$1.25, and \$1.50, for 45c.

Colored Brocade Silks, that were 60c, are 50c.

Hand-Woven Black Waterproof Indias for 25c, instead of 35c.

Printed Indias, that were 35c, are 25c—20 designs to choose from.

BLACK GOODS.

No selling in recent years to compare with this. No price happening calculated to arouse such intense buying interests.

Finest grade of Black Goods 25 per cent. cheaper than any wholesaler ever offered.

FROM 9:30 TO 10:30 O'CLOCK—

Fine Black Figured Armures, stylish handkerchiefs, elegant Black, as pretty as any 25c. materials sold this season.

Black Broad Peas de Soie, in all conceivable weaves and designs, the 25c. kind, for 12 1/2c. a yard.

Black All-Wool Lace-Striped Etamine, this season's newest, at 1/2 yard, for this sale usually for 3/4 yard, for this sale 45c.

All of Priestley's Fine Embroidered Crepons, and Jacquards, and Brocade Melrose, that sold upwards of \$1.50 a yard. Your choice of these 85c a yard.

4-inch 2-Striped Silk-Waist Eudora, a handsome mourning material, sells usually for \$1.50 a yard; closing price, \$1.25.

4-inch Pure Mohair Stellan, cannot be duplicated for less than 85c, for 80c.

4-inch All-Wool Taffeta, fine, soft texture, cost the importer 85c, a yard, to bring to this market, for 85c, a yard.

4-inch Wool Poplin, an elegant weaver, for 25c, a yard—usual 30c. kind.

We've sold twice as many

DISSIMILAR GLASSES

this season as in any in our history—want to clear all of these left over.

Ladies' 4-Button Dress-Kid Gloves, \$1.25 Fawn and Mole, that cost to-day \$1.25.

To import to this market, for 65c, a pair.

All of our White Chambray Gloves, that sold for \$1, are 65c. now.

All of our Yellow Gloves, that sold for \$1, are 65c. now.

All of our 2-Striped Chambray, with or without black stitching, are 45c. now.

All of our 2-Striped Silk Gloves, are 45c. a pair.

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The tariff makes all the

worth 50 per cent. more. Here are 400 lots,

slightly damaged by water, from the

steamship City of Rome, which will be

sold at less than ever in its history.

For you must step quick.

Grade Irish Linen Table Damask

(wet), fine double bleached, extra heavy,

4 1/2-5 1/2 yard, usually \$1.00 a yard.

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425,000 YARDS OF RIBBONS.

'Twill be a laughable sight to see the

ribbon prices. When you see our stock

and prices you'll see the difference be-

tween what you're asked elsewhere and

here.

All-Silk Ribbons, in Cream, White,

Blue, and Pink, 100 quality, 2 1/2 yard.

Heavy Quality All-Silk Taffeta More

Ribbons, 2 1/2 inches wide, 25c. qual-

ity, 1c. a yard.

Light-Blue Taffeta

Ribbons, 5 inches wide, for 1c. a yard.

No. 40 3 1/2-inch All-Silk Taffeta Rib-

bons, all colors, heavy 25c. quality,

1c. a yard.

All-Silk Ribbons, 2 1/2 yard.

New Belting, 2 inches wide, 25c. qual-

ity, 1c. a yard.

All-Silk Ribbons, 2 1/2 yard.

Fancy Taffeta Check Ribbons, all new

est colors, best 25c. quality, for 25c.

Black Satin and Grosgrain Ribbons,

1 1/2 inches wide, 4c. a yard.

2 1/2-inch All-Silk Taffeta Ribbons,

25c. quality, 1c. a yard.

Heavy Quality Black More Taffeta

Ribbons, usual 25c. quality, 1c. a yard.

Nos. 40, 40, and 40 All-Silk Taffeta Rib-

bons, all colors, 25c. quality, for 1c. a

yard.

Thousands of garments of

LADIES' MUSLIN UNDERWEAR

are left over from the season's stock

and are being sold at a great discount.

For you must step quick.

Grade Irish Linen Table Damask

(wet), fine double bleached, extra heavy,

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